

**PR EXCELLENT CREATIVE WITH INTEGRATED EVENT BUDGET
CALCULATOR**

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ABSTRACT

PR Excellent Creative is a company which is doing public relation in managing variety of event. The PR Excellent Creative is ready to provide their clients the best events and exhibitions with vibrant, dynamic and energizing creative strategy throughout east coast of peninsular Malaysia. This company always needs to competitive with variety of event based management companies in whole of Malaysia. The creativity and innovation of company need to inspire to open new market in anywhere. Because of this problem, they try to promote their company using web. The main objective for doing website is let more their client more understand about the background of company and it will leading them to be giving trust to them. In this proposal project involved of three main users, there are admin, member and external user.

ABSTRAK

PR Excellent Creative adalah syarikat yang menjalankan perhubungan awam dan perancangan pelbagai aktiviti. Syarikat tersebut bersedia untuk memberikan perkhidmatan yang terbaik kepada pelanggannya. Akan tetapi, PR Excellent Creative sentiasa menghadapi cabaran daripada syarikat-syarikat yang berasaskan daripada perancangan aktiviti. Untuk menangani masalah ini, PR Excellent Creative memerlukan kreatif dan inovatif untuk mengembangkan perniagaan mereka dan kepercayaan daripada pelanggan. Melalui rancangan yang teliti, pembangunan laman web adalah salah satu cara untuk memberi peluang kepada pelanggannya untuk memahami latar belakang syarikat dan memberikan kepercayaan dan peluang kepada mereka untuk merancang aktiviti mereka. Dalam sistem ini terdapat tiga pengguna, iaitu admin, member, dan pengguna luar.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

What is an event? According to the definition of business dictionary, event means occurrence happening at a determinable time and place, with or without the participation of human agents. It may be a part of a chain of occurrences as an effect of a preceding occurrence and as the cause of a succeeding occurrence. As PR means public relation, PR Excellent Creative is a company which is does public relation in managing variety of event. The PR Excellent Creative is Malaysia east coast's upcoming leading exhibition and PR events organizer. In other word, PR Excellent Creative is manage in event planning which involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of

the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

Now established in the biggest state of West Malaysia Pahang that inspires every sense with its choice in fashion, food and urban of leisure – Kuantan. The PR Excellent Creative is ready to provide their clients the best events and exhibitions with vibrant, dynamic and energizing creative strategy throughout east coast of peninsular Malaysia. The company vision to be the first choice for event management and marketing center within east coast of peninsular of Malaysia. The PR Excellent Creative is trying their best to operate across 3 markets. There are fashion lifestyle & leisure, business & trade, education & entertainment. These are main core for PR excellent Creative.

They are now aiming to serve in the region with 2,000 exhibitor and 150,000 visitors and the company was founded in the time in response to growing interest in exhibition as a new sales and marketing tool. The PR Excellent Creative strives to continue to match and exceed market needs. Otherwise, budgeting for an event is by far the most important aspect of a successful event. This is a goal for PR Excellent Creative need to achieve to help its customer to organize in lower cost. Decorations in an event are necessary for setting the mood, framing the emotion and underscoring the importance of the event. That is another goal for company to achieve in managing an impressive event .In order to make event management more efficient, the web page is an alternative way to have a successful for event management.

As a result, The PR Excellent Creative is decided to develop a company web page which integrated with an event budget calculator. These webpage is consists of multiple purpose. The most important is to help PR Excellent Creative to archive the company vision as soon as possible. It will helps to

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change PR Excellent Creative to be more standardize and systematic. On the other hand, it helps the customer and visitor more understand about the company's operation and the service provided by PR Excellent Creative. For additional, PR Excellent Creative had decide to make an event budget calculator to help his client to estimate the location by budget.

1.2 Problem Statement

In order to survive in the event management sector, PR Excellent Creative had faced a lot of challenge from variety of event Management Company. The creativity and reliability of company is needed to help PR Excellent Creative to leading the event management sector in the future.

Otherwise, management of PR Excellent Creative cannot always update its event status to its client and any changes or update cannot be transmitted to its client at an efficiency way.

On the other hand, clients always confuse with the process and the objective of event management. They always ignore the importance of event management and causing events cannot be managed as scheduled. Some of case will leading to over budget.

Furthermore, clients always can't estimate their venue for find a suitable organize their event. For solved this kind of problem, a solution is required to ensures that the event can be success in shortest and efficiency way.

1.3 Objective

In this project, we have to develop a website that describe about the operation of PR Excellent Creative. It is required to help their clients to understand about the background of their company and increase their trust. This is because web applications do not require any complex "roll out" procedure to deploy in a large organization. A compatible web browser is all that is needed. On the other hand, we are required to get the requirements for the event budget. It is very important part for an event budget calculator. The further step is to design rule for event budget and activities suggested using rule based expert system. When the whole webpage is completed, we need to evaluate the system performance. It is to help the website can achieve the objective which set by PR Excellent Creative. For the design of the website, it must be simplify the structure of the task which helps to increase the performance for webpage.

1.4 Scope

This project is involves three kinds of user; there are external users, member and admins. For admins, there is a way for them to modify the data which is displayed in website. They can update, edit and delete the variety of data which that think is suitable to their website. Some of information is restricted with time duration to ensure that all data is correct all the time.

For external users, they can view and get the information about PR Excellent Creative, Many kinds of information such as background of company, event done by PR excellent Creative, upcoming event, video clip and so on.

Users also give some ways to communicate with admins. They allowed applying some part time job through website.

Beside of that, the users also can calculate his event budget by self before they assign his project to PR Excellent Creative. This will help them to think about the scale of event they want to organize.

1.5 Thesis Organization

There are five chapters:

- Chapter 1: Introduction

In this chapter, we will describe about the introduction, objective, scope and thesis organization of the system.

- Chapter2: Literature Review

In this chapter, we will review the literatures which of related to system and event management.

- Chapter3: Methodology

This chapter will discuss about the methodology used in the system and process flow through the project.

- Chapter4: Result and Discussion

This chapter will interpret the result and making discuss about the system and make suggestion future improvement for the system.

- Chapter5: conclusion

In this chapter, we will make the conclusion about the system.

Chapter 2

LITERATURE REVIEWS

2.1 Introduction

Ad Event Management (M) SDN BHD is an event service company which specializes in event solution more than 10 years experience. The company always provides a full range of service to their clients. The service includes creative development, design, production, staging, celebrity entertainments, concert, production launches and more. They have gain an unparalleled reputation for their quality service. They provide a wide range of services to their customers.

For this company, their philosophy is to have controlled growth of their client event and projects by experience and professional perspective. They will provide as many services and good in order of insure overall quality and give spectacular and memorable event to their clients.

2.1.1 Overview the AD Event Management (M) SDN BHD's Website

In the website, we found a lot of information about AD Event Management (M) SDN BHD's detail. Inside this website, there are 11 modules existing for this website. They are home, about us, service, project, testimonials, advertise here, directory, event blog, news, log in, and contact us. The interface is shown in figure 2.1 to figure 2.4.

In the home module, there are briefly describes about AD Event Management (M) SDN BHD. It also contains of their company philosophy and mission. From this page, there are some picture slide shows for viewing. Whereas in about us module, there are some description about job scope of this company.

In the services, there are list of event which this company provides service. It can be category to 8 kinds: there are special events, leisure events, convention, seminar & meetings, product launching, corporate launching & opening ceremony and other. With this list, client can understand about what service is provided.

In the project, there are some projects or events have been done by this company. Additional description and picture in this page to helps client

understand about the event and project. For advertise section, user can make an advertisement. A complicated form need to fill in before post in website. When it successfully posted, there will exists in directory according to his feature.

In the log in module, it allows users to log in or register to be a member. There are some benefits to become member, there are gain access to professional advice if you are a “NEW TALENT”, the “Get a FREE URL” where your clients and potential clients can view your profile directly, and get more information about showcase, product and service in the international arena.

From design perspective, there are some interaction between the user and the website. For example, website allow user to log in for getting advance information and interaction.

This webpage has fulfilled some rules in Shneiderman’s 8 Golden Rules. Firstly, it strives for consistency. For interface page, there is almost the same but with different content .With same interface will help the user feel familiarity with the webpage. Another rule is to offer informative feedback. Some of invalid step during log in and advertise here will giving an alert to remind user to change it correctly.



Figure 2.1: Home page for AD Event Management



Figure 2.2: Services which provided by AD Event Management

Figure 2.3: Advertise here module for AD Event Management

Figure 2.4: Alert box when user id and password are empty

2.1.2 Difference between AD Event management (M) SDN BHD and Proposal Webpage for PR Excellent Creative

Proposal webpage for PR Excellent Creative	AD Event Management (M) SDN BHD
Integrated with event budget calculator	No integrated with event budget calculator
Provided a mailbox for user to communicate with admin	No mailbox available
Admin can make any advertising in home page	No advertising place in home page.
User can comment on some event	No site for comment on event
RVSP for those interested user for certain event (sending update message about specific event.)	No RSVP available.
Provide some event video.	No event video provided in webpage.
Automated removal expired advertising and event in event upcoming.	No automated removal expired advertising.

2.1.3 Conclusion

AD Event Management has makes some inspired me to develop a website for PR Excellent Creative. With some new idea for the website, some new feature will be added into website to make more advance website for PR Excellent Creative compare to AD Event Management's website. Some new features will be added according to client's need such as mailbox, event budget calculator.

2.2 The Current System of PR Excellent Creative

PR Excellent Creative is a company that manages in event planning. Variety of services provided by company to helps client to get good performance on their event.

To get more attention from client, instead of price for organize an event, promotion about company is much more important for an event planning company. Without any creative and reputation of company, it will bring company to be eliminated soon from real world since many of competitor to fight with them.

Before PR Excellent Creative decided to develop a website for their company, they have done many of way to increase reliability of his client. They provided many of good service and getting many of good impression from customers. With limitation of existing customer, the potential customers need to explore out by some efficient method.

One of the ways PR Excellent Creative has been done is making a blog. During the blog, some event can be promoted to public to let more people to know about the existence of that event. It easily to update from time to time as some new hot issue want to show with public.

2.2.1 Blog

A blog is a part of a website supposed to be updated with new content from time to time. Its helps existing customers to get useful content and the